

IN.gov



Group I Migrations to the New IN.gov

5/1/2007

Welcome to the
ALL NEW
IN.gov



IN.gov Agenda

- Quick Recap of Goals & Objectives
- Why Is My Agency in “Group I”?
- New IN.gov Standards & Change Request Process
- Agency Migration Process
- Keys to Success
- Next Steps

“This is much more than just putting new paint on an old barn. We’re building something that will make it easier for everyone to interact with our state government-whether they are Hoosiers, visitors to Indiana, or businesses looking to relocate here.”

Governor Mitch Daniels

IN.gov Quick Recap

THE DIAGNOSIS

- **User Perspective**
 - Agency-focused, not customer-focused
 - Confusing due to lack of consistency
 - Designs are stale
- **State Gov't Perspective**
 - Can't quickly update content
 - Standards unclear, unenforceable



Want More Information?

Review the IN.gov Branding & CMS Project web site (with Charter, FAQs, and more) available at webmasters.IN.gov.

THE PRESCRIPTION

- **Goal 1. *For the External customer*, provide state government information in a customer-centric manner.**
- **Goal 2. *For the Internal customer*, make it easier for users in state government to update content on IN.gov.**
- **Major Objectives**
 - Consistent brand
 - “Click & Edit” for authorized content creators
 - Workflow tailored for each agency
 - Training for creators/approvers
 - Stable & secure CMS

IN.gov

We Are Changing Because of This

The collage displays several Indiana government websites, highlighting their inconsistent design and branding. The websites shown include:

- Indiana Workforce Development:** Features a blue header with the state seal and the text "INNOVATING Indiana".
- Indiana Bureau of Motor Vehicles (BMV):** Has a yellow header with the BMV logo and the name of the Commissioner, Ronald L. Stiver.
- Indiana Horse Racing Commission:** Features a purple header with the text "Indiana Horse Racing Commission".
- Indiana Department of Agriculture:** Has a green header with the text "INDIANA DEPARTMENT OF AGRICULTURE" and a large image of a cornucopia.
- Indiana Department of Transportation (INDOT):** Features a blue header with the text "INDIANA DEPARTMENT OF TRANSPORTATION" and the slogan "Driving Indiana's Economic Growth".
- Indiana Office of Utility Consumer (OUCC):** Has a blue header with the text "Indiana Office of Utility Consumer" and the slogan "The Advocate for Indiana's".
- Indiana Department of Homeland Security:** Features a blue header with the text "Indiana Department of Homeland Security" and the slogan "Safeguarding Hoosier Planning, Preparing, and Responding".

The collage illustrates the lack of a unified design and branding across these state agencies, which is the problem being addressed by the IN.gov initiative.

“When our agency sites are inconsistent, we present a confusing, unnecessarily difficult view of state government to our users. This initiative will change that, and Indiana will be the first state to provide a truly consistent website.”

Director of IN.gov Chris W. Cotterill

[About Indiana](#)[Agriculture & Environment](#)[Business & Employment](#)[Education & Training](#)[Family & Health](#)[Law & Justice](#)[Public Safety](#)[Taxes & Finance](#)[Tourism & Transportation](#)[Find an Agency](#) [Find a Person](#) [HELP](#)

IN.gov HOME

[Governor Mitch Daniels](#)[Lt. Governor Becky Skillman](#)[General Assembly](#)[Judiciary](#)[Other Elected Officials](#)[City & County Government](#)

INFORMATION FOR

[Businesses](#)[Kids](#)[Local Government](#)[Residents](#)[State Employees](#)[Visitors](#)

MOST VISITED

[Secretary of State](#)[Attorney General](#)[Bureau of Motor Vehicles](#)[Indiana National Guard](#)[Department of Labor](#)[MORE AGENCIES >>>](#)

Who Are Your Legislators?

Elected Office

Zip Code

myLocal.IN.gov
GET LOCAL
INFORMATION

Enter County

Welcome to the Official Website of the
State of IndianaFast • Friendly • Free
iFile.IN.gov

i-File is the Indiana Department of Revenue's free Web-based tax filing service that allows you to file your Indiana individual income taxes quickly and securely.



Featured News

Economic Development Update

Advance Auto Parts to locate new distribution facility in Remington, Indiana

REMINGTON, Ind. February 12, 2007 – Advance Auto Parts, Inc. (NYSE: AAP), a leading automotive aftermarket retailer of parts, batteries, accessories and maintenance items, today announced plans to operate a new distribution facility in Remington, Indiana. [Read Article >>>](#)

- ♦ Feb 15 PERF executive director to step down ([view](#))
- ♦ Feb 19 Tax time is for animal lovers ([view](#))
- ♦ Feb 16 Emissions testing required in Lake and Porter counties for odd year vehicles ([view](#))
- ♦ Feb 16 NEWS RELEASE: Hoosiers Get Second Look at Model Land-Use Ordinances ([view](#))
- ♦ Feb 15 Public Schedule, Week of February 19 ([view](#))
- ♦ Feb 15 Mitchell's satyr butterfly habitat conservation plan public meetings set for March ([view](#))

[More News >>>](#)Online Services
FIRST IN LINE EVERY TIME

- ♦ Bid/Watch
- ♦ Business Entity Search
- ♦ Campground Reservation
- ♦ Income Tax Filing
- ♦ Limited Criminal History Search
- ♦ Professional Licensing
- ♦ Special/Limited Hunt Registration
- ♦ Unclaimed Property
- ♦ Vehicle Registration Renewal

[More Online Services >>>](#)

Top FAQs

I Want To...

1. What does the state require to start a business?
2. Who do I contact about Corporation filing?
3. Why is my license suspended? Who do I contact to reinstate my driver's license?
4. How can I check on my State income tax refund?
5. How do I contact my State Senator or Representative?
6. How do I check on Child Support issues?
7. Where do I obtain a copy of an Indiana birth certificate?
8. How do I file a consumer complaint?
9. Why would the State of Indiana come up on my credit report?
10. How do I find out the status of my unemployment check?

[Search FAQs >>>](#)

FSSA HOME PAGE

Apply for Services

Aging

Disabilities and Rehabilitation

Family Resources

Maternal and Child Health

Mental Health and Addiction

Indiana State Department of Health

Transformations

Programs

Doing Business

Links

Report Abuse/Fraud

Administration

Contact Us

CURRENT INITIATIVES / ISSUES

Care Select

Eligibility Modernization

Low Income Health Care
Affordability

Defining Redesign Act

Letter to State Medicaid
Director from DHHS

IN.gov

FSSA Strategic Plan

Indiana Family & Social Services Administration



Latest Headlines and Events



Do I Qualify for Services?

Job training, Public Assistance and Food Stamps, Aging Services, Disabilities Services and much more.

[Read More >>](#)

Jan 05 - Secretary Ruff sends Grandchildren's Adult Day Service Facility

Jan 05 - Federal Grant for Treating Children with Mental Illness

Jan 03 - Care Management Program Initiated

Jan 03 - Data Clarification

Feb 07 - FSSA Employees' Actions Send Clear Message

Feb 07 - Governor's Healthier Indiana Plan Gets Unanimous Committee Support

[More News and Events >>](#)

Online Services

FIRST IN LINE EVERY TIME

- ♦ Apply for Assistance
- ♦ Available Services
- ♦ Legislative Help/Initiatives
- ♦ Forms/Statistics
- ♦ Monthly Newsletter
- ♦ Provider Information

[More Online Services >>](#)

Children's Health Insurance

Get the help you and
your children need.



[About Indiana](#)[Agriculture & Environment](#)[Business & Employment](#)[Education & Training](#)[Family & Health](#)[Law & Justice](#)[Public Safety](#)[Taxes & Finance](#)[Tourism & Transportation](#)[Find an Agency](#) [Find a Person](#) [HELP](#)

DNR HOME PAGE

[About DNR](#)[Cultural Resources](#)[Destinations](#)[Divisions](#)[Education](#)[Events](#)[Land Owner & Community Assistance](#)[Licenses, Permits & Forms](#)[Publications & Maps](#)[Recreation](#)[Regulations, Statutes & Rules](#)[Resource Management](#)[2007 Special Events Calendar](#)[Division of Fish and Wildlife](#)[Outdoor Indiana](#)Indiana Department of
Natural Resources

DNR



Latest Headlines and Events



Indiana Hunting and Trapping Guide '06/'07

Covers Indiana hunting and trapping regulations, registration & reserved hunt information, where to hunt, when to hunt, education, and much more.

[Read Full Article >>](#)

Feb 01 No such thing as a "safe" ice, only "safer" ice
Feb 01 National Preservation Month Photo Contest deadline is April 2

Feb 01 Concert and social coming to Patoka Lake, Feb. 17

Jan 29 Watergardening Workshop at Mississinewa Reservoir

Jan 25 Snow Fun for preschoolers at Salamonie, Feb. 14-15

Jan 24 Nominations sought for Coastal Advisory Board

[More News >>](#)

"Welcome to the Indiana
Department of Natural Resources"
Robert E. Carter, Jr.
DNR Director

Online Services
FIRST IN LINE EVERY TIME

- ◆ State Parks & Reservoirs Permits
- ◆ Off-Road Vehicle Laws
- ◆ Hunting/Fishing Licenses
- ◆ Hunter Education Classes
- ◆ Campsite Reservations
- ◆ Inn Reservations
- ◆ Mother Nature's Mercantile

[More Online Services >>](#)

Indiana Outdoor

HUNTING AND FISHING LICENSES
Buy your license online RIGHT NOW!

Save a Piece
of ParadiseIndiana
Heritage
Trust

DONATE YOUR
RETURN TO THE
NONGAME FUND



Look for the
Eagle on
your Tax Form



My DNR

■ Customer-centric

- Plain language
- Deliver useful/relevant content to target audience(s)
- Timely/dynamic content; stale eliminated

■ No Wrong Door

- Subject matter navigation, ChaCha search, information for...
- “Can’t get stuck in an agency web site again”

■ More Is More

- Billboards for major initiatives
- Weekly featured content
- Leverages larger screen sizes

■ State & Agency Identities Balanced

■ Consistency

- Common look & feel throughout
- Location of search, navigation, online services

■ Feedback Mechanisms

- Rate this Page
- IN.gov User Survey

■ Built Right & Built to Change

- Quickly update content; minimized “boxes” to build in
- Workflow tailored for each agency
- Separation of content and design:
 - Ease of delivery on mobile and alternative devices
 - Accessible for people with disabilities
 - Changes far easier “next time”

■ FAQs

- Single repository for all state government FAQs
- Truly frequently asked questions driven to the top
- Takes citizen self-service to the next level

■ Billboards

- Highlight initiatives, successes, and services
- Most dynamic, eye-catching part of new site

Answers My Stuff Login Help

Category Search Text (optional) Search Tips Powered by RIGHT NOW

98 Answers Found Page: 1 of 6

| Summary | Agency |
|--|---|
| 1 How can I check on my State income tax refund? | Revenue, Department of |
| 2 How do I contact my State Senator or Representative? | Legislative Services Agency |
| 3 How do I find out if I have unclaimed property? | Attorney General |
| 4 Can an employer terminate me for no reason? | multiple |
| 5 Can I do anything about untrue statements that my former employer has made about me to a potential employer? | multiple |
| 6 Can an employer terminate me while on Worker's Compensation? | Worker's Compensations Board of Indiana |
| 7 How do obtain a copy of my Indiana Driving Record? | Motor Vehicles, Bureau of |
| 8 Why would the State of Indiana come up on my credit report? | multiple |
| 9 What does the state require to start a business? | Revenue, Department of |
| 10 How do I check on Child Support issues? | Child Services, Department of |
| 11 Where do I obtain a copy of an Indiana birth or death certificate? | Health, Department of |
| 12 How do I file a consumer complaint? | Attorney General |
| 13 Is there a list of Indiana Government Agencies toll free numbers? | multiple |



- **All Agencies Surveyed**

1. Agency willingness
2. Agency assessment of web site structure
3. IN.gov assessment of complexity of migration

- **Your Agencies Ranked HIGH**

- High willingness (you're team players!)
- Good web site structure (you're doing this right!)
- We think your agency's web site will be easy (relatively speaking) to migrate

- **We Thank You for Leading the Charge**

Group I (5/1-8/1) & Beyond

- Governor
- Lieutenant Governor
- Administration
- Agriculture
- Arts Commission
- Education Employment Relations Board
- Faith-Based & Community Initiatives
- Family & Social Services Administration
- Homeland Security
- Management & Budget/GEFP
- Police
- Teachers' Retirement Fund
- Transportation
- Utility Consumer Counselor
- Workforce Development

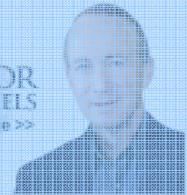
GROUP II (8/1-12/1)

- Board of Tax Review
- Child Services
- Finance Authority
- Labor
- Law Enforcement Academy
- Library & Historical Bureau
- Natural Resources & Commission
- Public Records
- Protection & Advocacy Services
- Revenue
- Tobacco Prevention & Cessation

GROUP III (12/1)

- Animal Health
- Budget Agency
- Community & Rural Affairs
- Inspector General/Ethics
- Personnel

GROUP IV....

[About Indiana](#)[Agriculture & Environment](#)[Business & Employment](#)[Education & Training](#)[State Header](#)[& Health](#)[Justice](#)[Safety](#)[Taxes & Finance](#)[Tourism & Transportation](#)[Find an Agency](#) [Find a Person](#) [HELP](#)

Agency Header

FSSA HOME PAGE

[Apply for Services](#)[Aging](#)[Disabilities and Rehabilitation](#)[Family Resources](#)[Maternal and Child Health](#)[Mental Health and Addiction](#)[Indiana State Department of Health](#)[Transformations](#)[Programs](#)[Doing Business](#)[with us](#)[Administration](#)[Administration](#)[Contact Us](#)

CURRENT INITIATIVES / ISSUES

[Care Select](#)[Eligibility Modernization](#)[Low Income Health Care Affordability](#)[Deficit Reduction Act](#)[Letter to State Medicaid Director from DHHS](#)

Agency Content Area [Left]

Agency Billboard

Latest Headlines and Events



Do I Qualify for Services?

Job training, Public Assistance and Food Stamps, Aging Services, Disabilities Services and much more.

[Read More >>](#)

Jan 25 - Secretary of Health and Family Services, Mitch Daniels, Announces Federal Grant for Treating Children with Mental Illness

Jan 05 - Federal Grant for Treating Children with Mental Illness

Jan 03 - Care Management Program Initiated

Jan 03 - Data Clarification

Feb 07 - FSSA Employees' Actions Send Clear Message

Feb 07 - Governor's Healthier Indiana Plan Gets Unanimous Committee Support

[More News and Events >>](#)

Agency Content Area

Online Services

Online Services

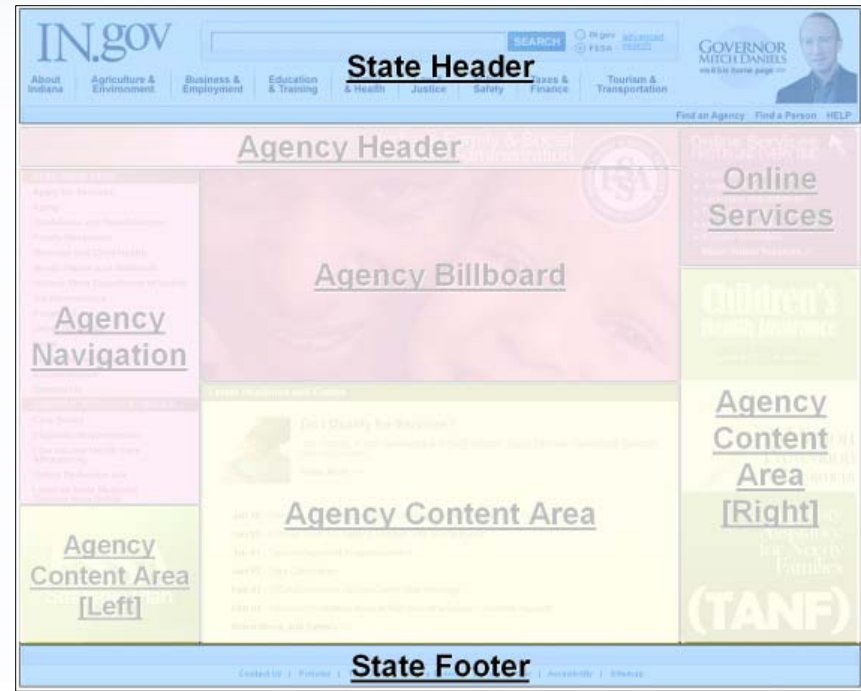
[More Online Services >>](#)

Children's Health Insurance

Agency Content Area [Right]

(TANF)

- **Standard on All Web Pages**
 - Search defaults to search *your* agency
 - Common header and footer are key aspects of the commonality across the agency web sites
 - Of the areas, these are the only ones that agencies cannot change
- **Also Standard Throughout**
 - Font and font size
 - Link underlining

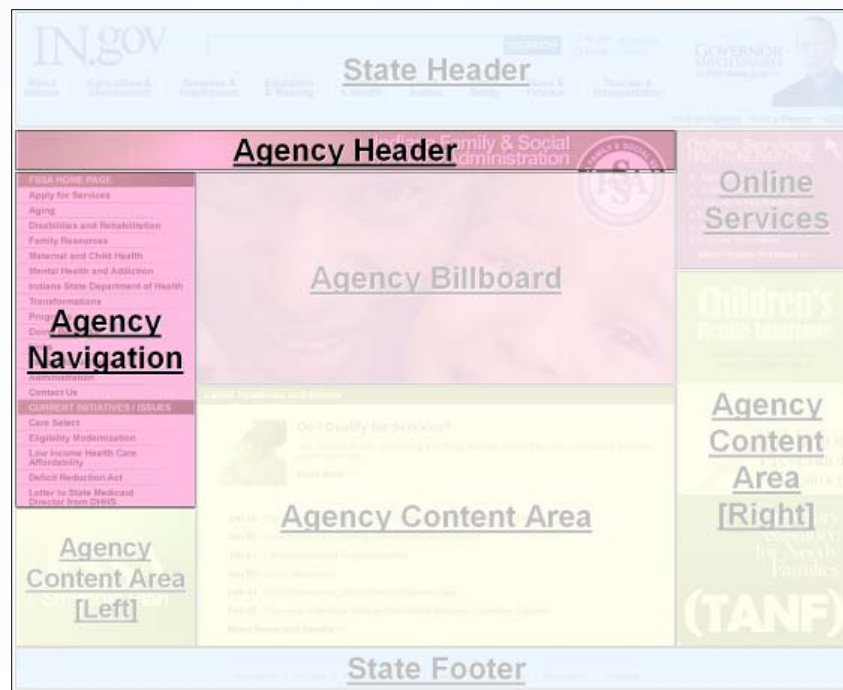


■ Agency Header

- Prominent location of agency name and logo
- Agency name, logo, and color scheme ensures that users know they are on your agency's web site, while the common location of search, navigation, services, etc., ensures users have consistent user experience

■ Agency Navigation

- Link to agency home page is always first
- Links are presented alphabetically, should be statements (not questions) and not more than 2 lines

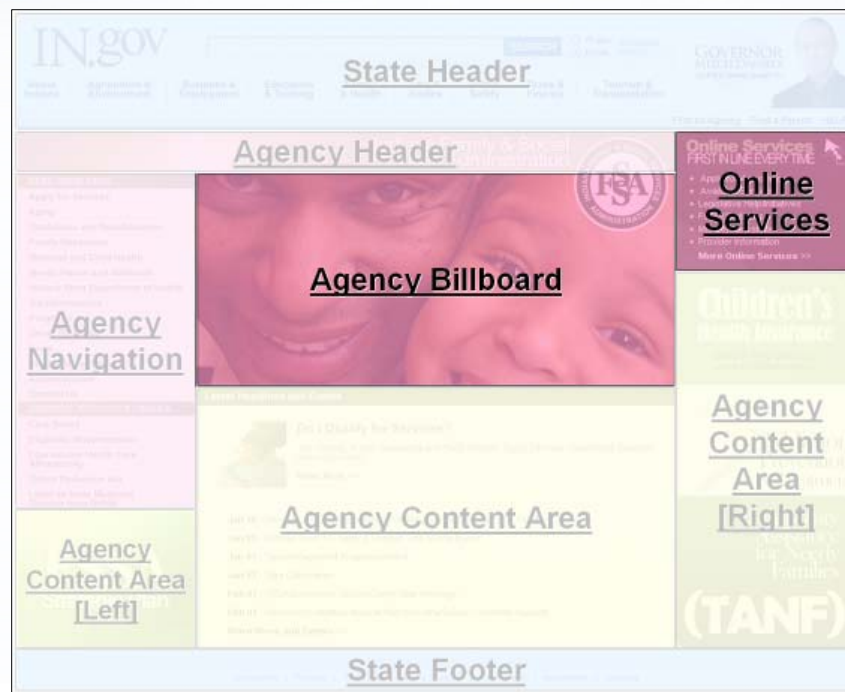


■ Agency Billboards

- Perfect way to market your major initiatives or direct users to most popular services
- Fixed width and height of Billboards ensures consistency across agency web sites
- These are on major “landing” pages (like your home page), not all pages

■ Online Services

- Always located top right to ensure easiest access to services

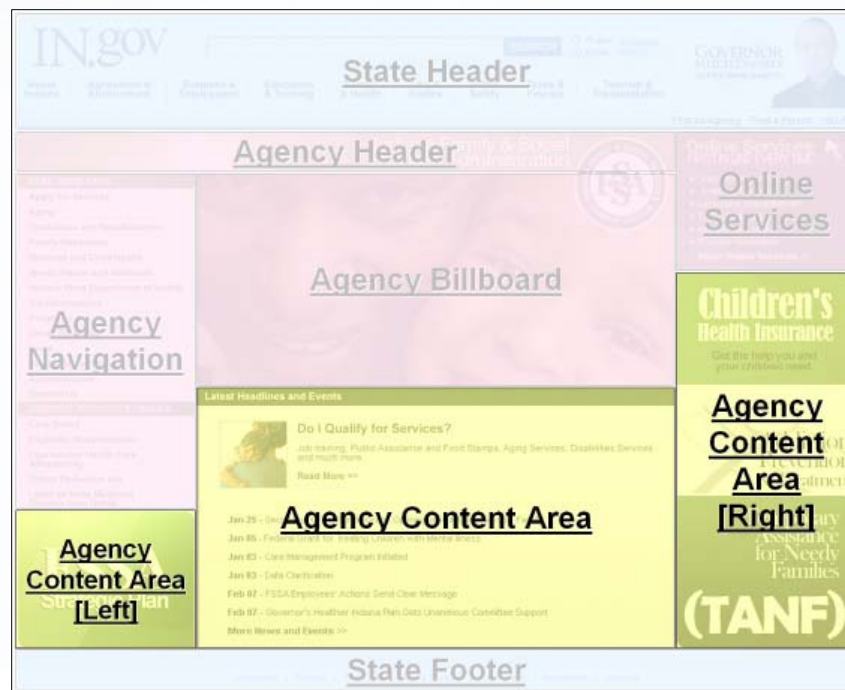


■ Content Area (Center)

- Standard area of text, bulleted lists, etc.

■ Right & Left Content Areas

- Agency goals
- Agency FAQs
- Agency “icons”
- CMS “plugins”
- And more...



■ Nothin's Perfect

- The effort to standardize across IN.gov is a difficult balance between the state and agency identity, but our multi-agency redesign team struck a good balance with which to start.
- We will change to meet your needs.
- Written standards will be online by 5/11.

■ Change Request Process

- Submit change requests via webmasters.IN.gov
- Change requests include:
 - Agency-specific issues, such as workflow changes
 - Enterprise issues, such as proposed changes to IN.gov Standards (all effort will be to make *enterprise* changes)
 - Submit ideas for the IN.gov “Top Level” pages
 - IN.gov Feature idea
 - IN.gov Billboard idea

■ IN.gov Role/Responsibilities

- Standard migration approach to ensure minimum requirements met, but tailored to each agency
- IN.gov Migration Lead (IML) is your single point of contact for all migration issues
- IN.gov staff migrate existing content into CMS for agency review in test

■ Agency Role/Responsibilities

- Engages in and approves all migration planning
- Tests and approves web site in “test” environment prior to launch of new agency web site

■ Step One: Planning

- On/by Friday (5/4), agency e-mails msabau@iot.in.gov to identify its Agency Migration Lead (AML)
- On/by Friday (5/11):
 - IN.gov assigns IN.gov Migration Lead (IML) to agency
 - AML assembles and meets with Agency Migration Team (AMT) in advance of meeting with IML to discuss Agency Homework (*more on this later*)
- On/by Friday (5/18), 1st Meeting with IML & AMT
 - IML and AMT address Agency Homework, questions, and concerns
 - Narrow issues for follow up
- 2nd Meeting with IML & AMT
 - Close open issues from first meeting
 - Finalize and sign off on Migration Plan

Target: Not More than 2 Weeks Between Each Mtg. with IML

■ Step Two: Migration

- IN.gov Content Migration staff migrate your agency's web site in a "test" environment (Target: 2 weeks)
- IML makes migrated web site available to AMT in "test"
- Testing (Target: 2 weeks)
 - AMT identifies remaining necessary changes before launch
 - Final "draft" is tested by IN.gov staff and AMT
- Agency approves site for scheduled launch

Target: Not More than 4 Weeks to Migrate Content & Test

■ Step Three: Launch & Training

- New web site is launched
- Agency content creators and approvers are trained on new CMS

■ When Your Agency Approves the Migration Plan

- Changes to web site are frozen (except for news releases and calendar events)
- Agency production and test web sites are backed up onto CDs/DVDs for agency and IN.gov
- Existing agency web site on test.ai.org is changed to “/agency_old/” (so that we keep the CMS content separate from the old site)
- Once agency approves launch
 - “/agency_old/” is eliminated from test
 - Agency production web site is replaced with new site

■ This Ensures that Old Content Is Archived

■ First Training Session

- Users will be given rights to access CMS
- Users will learn how to edit an existing page, create a new page, and more

■ Ongoing Training Sessions

- “Hands on” training sessions will be provided on a daily basis in an hourly session

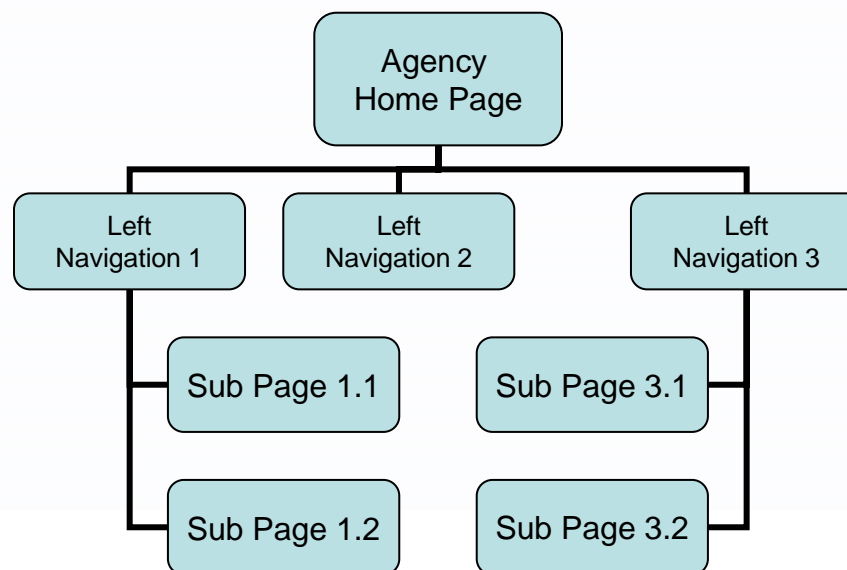
■ Other Training Materials

- PowerPoints & more

■ To Do:

- ☐ E-mail msabau@iot.in.gov to identify your Agency Migration Lead (AML)
- ☐ Assemble and meet with your Agency Migration Team (AMT)
- ☐ Review the structure of your web site
- ☐ Identify areas of the web site that should not be migrated
- ☐ Think about what color scheme your agency should have
- ☐ Identify what information and/or services are most important to your customers
- ☐ Thoroughly review your agency's home page
- ☐ Identify content approvers for each major section of the web site and identify initial set of agency content creators

- Review the Structure of Your Agency's Current Web Site
 - By “structure,” we’re talking about the hierarchy of the site. (Think of it as a family tree.)
 - Your agency's web site navigation should mirror your site structure
 - Confirm the structure is sufficient
 - Good structure ensures that you can continually build out and improve your content without a time-consuming effort later



A simple example of a balanced web site hierarchy.

- CMS Allows an Authorized User to Quickly Propose Page Changes for Review & Approval
- Some Agencies Will Have Very Simple Workflow (Even None at All), Others Will Have More Complicated Rules
- So that Workflow Doesn't Get Overly Complicated, this is Our Presumption for "Complex" Workflow:
 - Any authorized content creator can propose a change anywhere on the agency web site
 - The proposed change is submitted to the authorized content approver(s) who is/are assigned as owners of that area of the web site
 - Certain agency designated individuals will have rights to see all pending changes and approve or reject them anywhere in the process
 - Not more than three levels of workflow (one to create, and two to approve) will be permitted

- **AMT – Keep It as Small as Possible**
 - It is hard to make web changes by committee, especially a large one.
- **Focus on the *Migration of Content***
 - Enhanced “portal” functionality are not in scope of this project.
 - We will link to online services, just as we do today.
- **Focus on Having a Sufficient Site Structure**
- **Move *Fast***
 - Remember that moving to the new design is going to be a significant improvement and you should not unnecessarily delay launch because the web site isn’t “perfect.”
 - Web sites are constantly being improved, that’s why we purchased a content management system.
- ***The Place to Improve Content: Home Page***

- **There Is Tremendous Value in a Thorough Review of Your Agency's Home Page**
 - The “front door” to your agency
 - The place where most, especially new visitors, will come to find out what you have to offer
- **Include These on the Home Page:**
 - Your agency's primary messages/marketing campaigns/programs
 - Online services or other information that make it easier for your customers to interact with your agency
- **Where Do You Start?**
 - What's the mission/purpose of your agency?
 - Who are your “target audience(s)” and what are they looking for?
 - Review your agency's hit data at <http://webmasters.in.gov/reports/>
- **Use This Information to Design Your Billboard**
 - If you do not already have designers, we will do this

■ *After Launch:*

- Focus on Content. We will have guides you can use to help improve user satisfaction with your web site on a page-by-page basis.
- Use User Feedback. We will provide you with the detail from the “Suggest a Link” and “Rate This Page” functionality that will be on every page of your agency’s web site.

■ *Want More Help With Your Agency’s Site?*

- We can help you connect with a qualified vendor *within* about two weeks to help you:
 - *Target* content to your target audiences
 - Measure the effectiveness of your web site
 - Tie other marketing efforts directly to your web site efforts

■ *Why Do All This After Launch?*

- Because it takes far longer, and we cannot afford to lose the big bang benefit from the migration
- Progress is made in steps, not all at once

- **Content Migrations Are within the Scope of this Project, Some Things Aren't**

- Online services will not be affected by this project. We will link to those services just as we do now.
- “Special considerations:” areas of your agency’s site that cannot be immediately migrated due to technical considerations, will be scheduled later.

- **When Resources Permit, We Will Begin Working with You on:**

- Intranets
- Advanced “portal” functionality
- Standardization of design of online services

■ Agency Homework Before 1st Meeting

- ☐ E-mail msabau@iot.in.gov to identify your Agency Migration Lead (AML)
- ☐ Assemble and meet with your Agency Migration Team (AMT)
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- ☐ Think about what color scheme your agency should have
- ☐ Identify what information and/or services are most important to your customers
- ☐ Thoroughly review your agency's home page
- ☐ Identify content approvers for each major section of the web site and identify initial set of agency content creators

Thank You

This presentation is available at webmasters.IN.gov.